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## PlanetTran

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**Action** Eco-Friendly Airport Shuttle Service  
**Location** 1 Broadway, 14th Floor  
**Date** November 2003 to present (ongoing)



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### About the Company/Organization/Household

PlanetTran is a scheduled public auto service, primarily between Cambridge and Logan Airport. Founded in 2003, it was the first public auto service in the U.S. to use only ultra fuel-efficient hybrid vehicles. It has inspired similar efforts elsewhere.

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### What they Did

#### Motivation

- To make a difference, to change the world.
- To use available efficient transportation technology and other high-technology solutions.
- To influence the taxi industry.

**Project Goals** To show that it is possible to use advanced technology and run a profitable, unsubsidized, energy-efficient company.

#### Key Players

- Seth Riney, founder and manager of PlanetTran.
- Twenty-five full and part-time employees.
- Genzyme, a biotech company that became PlanetTran's first major customer.



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### Results

- In 2005, PlanetTran's vehicles produced half a million pounds of CO2 less than standard limousines and tens of thousands of pounds less than regular cab fleets.
- Online and call-in reservations prevent idling on the street and decrease local air pollution.
- Toyota hybrid cars burn only 25% of the gas per mile that regular taxis do.
- PlanetTran received a break on fees at Logan Airport under a clean-air program.
- The hybrid taxi business has proved financially profitable. Within a year of its founding, PlanetTran received payback on all its initial investments and started making a profit.
- PlanetTran employees are committed to PlanetTran's environmental mission. They benefit from greater job security and make more money than at a typical taxi company.

## Other Benefits to Company/Organization

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- PlanetTran has gained recognition as the first hybrid livery service in the country.
- The service did not need to rely on traditional marketing because it generated business through word of mouth from the beginning.
- PlanetTran plans to expand to Boston and San Francisco.

## Lesson Learned

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### **What Worked Well**

- Partnerships with biotech companies, whose goal of improving human health is close to the mission of PlanetTran (Genzyme, Novartis, McKenzie, etc).
- University partnerships have also become strong.
- Successfully fills a gap between public taxi and limo service.

### **What They'd Do Differently**

- The structure of initial financing has not allowed the company to grow as fast as it otherwise could have.

### **Unexpected Events or Outcomes**

- Hybrid taxi competition in Cambridge/Boston proves that the taxi industry has the potential to become more environmentally responsible.

## Contact person

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